

# NEWS

## Association for Healthcare Philanthropy

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### **Memorial Medical Center Foundation's James F. Normandin to Serve on Health Care Philanthropy Standards Council**

**WASHINGTON, D.C.**, (December 12, 2011) – James F. Normandin, president of the Memorial Medical Center Foundation (MMCF) in Long Beach, Calif., has been appointed to the Health Care Philanthropy Standards Council of the Association for Healthcare Philanthropy (AHP). The seven-member council was recently established to foster high standards of practice for health care fundraising.

“As North America’s leading association of development professionals working on behalf of nonprofit health care institutions, AHP has a responsibility to implement performance measures that will enhance the accountability and credibility of charitable fundraising and foster public trust and transparency,” said William C. McGinly, president and chief executive officer of AHP. “Jim Normandin’s extensive experience and expertise in planned giving will be valuable contributions to the work of the new council.”

Normandin has been instrumental in marketing, designing and implementing a resource service to assist donors and their advisors in their desire to give to MMCF. As a result of the Memorial Medical Center Foundation's role as trustee, he is intimately involved with the administration and investment management of charitable trust, endowment and donor advised programs. In this fiduciary capacity, the foundation currently oversees \$154 million in assets.

His frequent seminars and speaking engagements for individuals and professional organizations have earned him a reputation as one of the leading specialists in the charitable tax planning field.

Normandin has been the president of MMCF for five years. Established in 1961, MMCF is the fundraising arm for Long Beach Memorial and Miller Children’s Hospital Long Beach. Long Beach Memorial is the regional choice for medical and surgical services and regularly receives national accolades for its superior health care. Miller Children’s is one of eight free standing children’s hospitals in California and was deemed one of the safest places to have a baby by *Self* magazine and the Department of Health.

Normandin is co-founder, executive director, and faculty of The American Institute for Philanthropic Studies, an independent, public educational foundation devoted to increasing awareness, training, and participation of planned giving professionals and the legal, tax, and financial communities in charitable giving. Successful completion of the 12 courses, presented in six modules, leads to a professional designation of “Certified Specialist in Planned Giving” (CSPG<sup>cm</sup>).

An Eagle Scout and graduate of California State University of Long Beach, Normandin has been a platform speaker for the National Committee on Planned Giving, lecturing on “Options on the Family Homestead,” “How Professionals Can Work Together” and “Marketing a Planned Giving Program.”

Normandin is a past president of the boards of Casa Teresa, Estate Planning and Trust Council of Long Beach, and the Planned Giving Roundtable of Orange County. He publishes and co-edits "The Charitable Alternative" newsletter for planning professionals, and he is a member of the Long Beach Estate Planning and Trust Council, Orange Coast Estate Planning and Trust Council, and Planned Giving Roundtable of Orange County.

Currently on the boards of Boys' and Girls' Club Long Beach and California Conference for Equality and Justice, Normandin resides in Costa Mesa, Calif, with his wife Peggy. They have three sons.

AHP is respected throughout the health care fundraising sector for the rigor and trustworthiness of its annual Report on Giving and Performance Benchmarking Service. Building on the success of these programs, the Health Care Philanthropy Standards Council will oversee the publication of an AHP standards manual to define terms and set standards across the field of health care fundraising -- from the classification of revenue sources and expenses to measurement of the impact of philanthropic programs and various management and operational approaches.

The council, comprised of senior level development professionals and chief financial officers of AHP-member organizations, will review the benchmarking survey and the manual to ensure the accuracy and relevancy of their reporting tools.

Other members of the AHP Health Care Philanthropy Standards Council are:

- Chair - David L. Flood, president of Meridian Health Affiliated Foundations, Neptune, N.J.
- Mendal A. Bouknight, vice president of philanthropy, Piedmont Healthcare, Atlanta, Ga
- Arthur M. Brink, Jr., FAHP, CFP, vice president/chief philanthropic officer, Martin Memorial Foundation, Stuart, Fla.
- John J. Gantner, executive vice president and chief financial officer, Meridian Health, Neptune, N.J.
- Pearl F. Veenema, FAHP, president and chief executive officer of Hamilton Health Sciences Foundation, Hamilton, Ont.
- Sandra Wilson, vice president and chief financial officer, Hamilton Health Sciences Foundation, Hamilton, Ont.

## **AHP Strategic Plan**

The movement to establish more uniform sets of standards for health care philanthropy is one key element of AHP's Strategic Plan for the years 2011 through 2015. The association also intends to strengthen and more widely disseminate the knowledge base of core to executive-level fundraising competencies among its members and engage them more actively in developing leadership skills for the betterment of the profession and the health care institutions they serve.

The Association for Healthcare Philanthropy, established in 1967, is a not-for-profit organization whose more than 4,700 members direct philanthropic programs in 2,000 of North America's nonprofit health care providers.

Hospitals, health care systems and related facilities for which AHP members raise charitable funds provide essential, comprehensive medical services to their communities, as well as wellness programs, mobile health vans, mammography screenings, hearing and eye exams, and other community-based health care services. AHP members include fundraising professionals, development staff, public relations professionals, trustees, marketing specialists, administrators and executives interested in health care fundraising. To learn more, visit [www.ahp.org](http://www.ahp.org).